Actor	Notes	Interpretation	Performance
Big Ass Fans_WillowEvans	On the first take, the opening question was too rhetorical which doesn't capture our attention as much as feeling like we're directly being asked. And then rest of the take felt a bit too disconnected as well from there. The second take felt a touch more intimate, but again, not specific enough to really feel like you had an audience and an intention for why you're telling someone about this. Get more specific and that'll also help you differentiate your two takes as well for a stronger audition.	Needs Improvement	Needs Improvement
BigAssFans_HenrySchrader	Intriguing opening right away with the question at the top. You had a wink and a little fun with the first take which I think worked well. The second take shifted and was quite different, however, it felt a little too put on. I didn't believe the voice and it felt too sophistcated for the product - these are warehouse fans so will likely need more everyman/person vibe to it. So be sure to keep the connection. have a reason for the choices you made, and make sure it aids the spot and doesn't work against it.	Good	Needs Improvement
BigAssFans.EricZajac	Nice opening but don't lose the connection by rushing through the opening question and into the body of the spot. I feel like you rushed it a bit and could let it breathe throughout. It's okay if it goes over 30 seconds for the sake of the read. The second take started with a totally different energy, but then ended up evening out and being in a similar place to the first take. Make sure that higher energy is coming from somewhere (genuine excitement perhaps) and stays consistent throughout the take.	Good	Needs Improvement
Capterra_NathanMeyers	I like the tone on this one; but I feel like you worked your way into the take vs being there and connected right from the top. Why are you telling someone about this? Can we have a clearer intention? I want to hear the why behind it. The second take felt more connected and more intimate which worked well. But again, I want a clearer POV on this. Do you use Capterra? Do you like Capterra? Be as specific as possible!+[@Column2]	Good	Good
Capterra_TimAndrews	Love the tone right at the top, it felt nice and easy. But then we lost the connection. By the time you said "oops" I didn't believe that you were talking to anyone, it felt very broad. Be as specific as possible. I really liked the smile and energy shift in the second take; but again, it felt more about the voice than the acting and really connecting to what you're saying, why you're saying it, and who you're saying it to. Again, be specific and that will make a big difference!	Good	Needs Improvement
CARAVANA_AmyO'Grady	I like the smile at the top of the first take. It settled in as you went, so we lost some of the energy you had on that first question. So be sure we keep that consistency. For the second take, I want to hear something even more distinctly different so you can show your range. It's a bit more dry/wry but can definitely go further. Also be careful with the product name - you added an extra letter/syllable. Really want to try to make sure the product is correct.	Good	Good

CARLSON Simple Love Pet Supplements_TroyAllan	Nice smile, energy, and connection at the top of the first take. You dove right in and had some fun with it and kept the fun and playfulness all the way through. Love that first take. The second take started a bit similar, so I think you could go further. Make sure the tone shifts a bit more with the energy and pacing to differentiate. And lean into it so the beats, punctuation, and operative words are also different. The key is to make it make sense with the choices. Really nice work here!	Great	Great
Carlson_FranMcClellan	Really nice opening on this first take. It sounded connected and friendly right away and made me want to listen. Make sure to keep that connection all the way through to the end so it doesn't get announcery toward the end. The second take had a little playfulness in it, but I'd love to hear you go further with your choices on this take. It felt like you played it safe and ended up too similar to the first take. So make the choices and go further.	Great	Good
CARLSON_MicahDunwoody	You worked your way into the first take. I want to hear you there right from the first word responding as if you're already mid-conversation. Be sure to find that connection. The second take was similar to the first. It had a bit more energy and smile as it went, but again, make sure that is there from the first word. You don't get time to work your way in, so use lead-ins if you need to in order to get there and be there strong from the first word of the copy.	Needs Improvement	Needs Improvement
CarlsonSimpleLove_ElizabethShadid	I really like the laugh in the second sentence. That's where you caught me. But typically when I'm casting, I wouldn't get that far. You get 3-5 seconds and that's it. Put that connection and laugh at the top. I want to believe you from the first word and I didn't until you relaxed after the laugh. Using a laugh as a lead-in sometimes helps this. The second take was different, but really only in that you added an accent. Don't rely on accents for different takes. Make sure you're making different choices in your audience and intention.	Needs Improvement	Needs Improvement
CARVANA_AbiEvans	Love the opening here. It felt like you were repeating the question back to someone which connected to it instantly. I really like the energy all the way, great job keeping it consistent. The second take slows down a bit and bring it in. I think you could go even further with that choice as long as it stays connected. Maybe you're letting us in on a secret or talking to yourself.	Great	Great
CARVANA_ChristopherMarshall	Were those SFX at the top? Feel free to use a lead-in if needed; but SFX can throw us off a bit if it's not meant to be from the character speaking and that wasn't clear in this take. It felt like you were putting on a character, so I'd love for you naturalize it more and make sure it's coming from somewhere. Right now it feels different to be different. The second take felt like it fit better and was more grounded. By the time we got a couple lines in though, it felt like it was disconnected and not as specific as it needs to be to really work. Make sure you're specific and keep it nice and easy.	Needs Improvement	Needs Improvement

CARVANA_ClaireGresham	Nice lead in… quick and it worked well to leave in. And great job adding in some of the improvised natural sounds and things as well. It kept it grounded and natural, but still had a nice smile and energy. The second take sounded more internalized which was a nice shift to hear. The only thing I'd say to watch out for is part way through it went a little more outward (which was similar to the first take) so be sure to keep the consistency all the way through. Great takes on this!	Great	Great
Carvana_ElizabethRyan	I really like a lot of moments throughout this first take. You have a lot throguhout that feels connected and natural. The shift in the second take felt like it was mostly using a lower register. I would love to hear WHY there's a lower register though. I'm not sure the audience or intention changed enough to warrant the tone/pitch shift, so make sure each decision is based on the acting and not how it sounds.	Great	Good
Carvana_GregBeastrom	The opening question was a bit too rhetorical. I'd love for you to actually ask that question or deliver like someone asked you and you're repeating it back before answering. That will help get us connected better right from the top, it pulls us in. The second take had a nice shift. I liked the difference in energy and pacing. But it didn't feel quite as natural, so be sure to have a reason for slowing it down and bringing it in.	Good	Good
CARVANA_JacobEiseman	I like that the first takes sounds easy and you're not forcing anything. It's very casual and easy without pushing. But I can't quite tell if you're leaning into texture or not. I really liked the energy and smile shift with the second take. I think that highlighted a nice range for you and overall it felt even more natural for you. For an audition, I'd likely swap the takes before submitting.	Great	Good
Carvana_LailaBerzins	Nice smile at the top, I think that energy worked well right out of the gate. Be careufl not to lose it as you go. You could play even a little more with the peaks and valleys in the spot to keep the energy consistent. The second take had a nice shift to give something different. I think you could lean into it a little more to really differentiate the two takes. Two subtly different takes works, but we would always like to hear more range with two takes that really work.	Good	Good
Carvana_SeanSimmons	Love the lead-in. It gave you a great energy and connection right from the top of the copy. You kept a clear audience and intention throughout the whole take with some really nice moments (and that laugh!). The second take was fun too, especially with the storyteller vibe at the top. But keep that all the way through if you're going to do it. Commit to the choice!	Great	Great
CARVANA_SuzanneMalek	I like the intimacy at the top. It's different than the energy most people bring right away and this felt more intimate which was nice. Be careful rushing through some of the moments though. I couldn't quite tell if you rushed some beats or you edited out breaths and it tightened it up a bit awkwardly. The second take was nice but a little too similar. I want to hear a distinctly different intention and audience so I can hear the connection and what you're going for with telling someone.	Good	Good

Carvana_VictoriaNewhuis	Nice tone right away at the top. I could hear the wry which worked really well and it felt connected. There were a lot of nice moments throughout that first take. The second take had a nice shift in energy at the top, but I'd love to hear you go further with it to differrniate the two takes even more and show your range.	Great	Great
Carvana_WhitneyRhea	Interesting opening on that question - but I'm not clear on the intention. You have some fun moments in here, but I want to get even more specific on this first take. Know your audience and more importantly, know your intention. I think the second take was clearer and more connected; but the energy and pacing was very similar to the first take, so we want to make sure you make them distinctly different based on the acting choices you're making.	Good	Needs Improvement
Claritin Honeypot_JoshuaRoss	The first take was very straight-forward. Not that it didn't work, but I'd like to hear that matter-of-fact-ness be even more intentional and have a wry hint or something to go along with it. The second take had a nice shift in energy and pacing; but I'd love to hear an even stronger intention on this take too. You have the start on the takes, but be even more specific.	Needs Improvement	Needs Improvement
Claritin_MartyVite	Nice energy at the top, it caught my ear right away. It didn't feel forced, but I'd love to hear a bit of a strogner connection on this take. It worked, but felt a little too broad. The second take had a great energy shift and I really like that it brightened up, but why? The sound changed, but I'm not sure the intention changed, so make sure you're making specific choices and there's a why behind everything.	Needs Improvement	Needs Improvement
ClaritinHoneypot_SusanHohman	The first take felt nice and easy, but it didn't feel specific enough to me. I want to know your who and why. Right now it feels like you're defaulting to a "pretty voice" and I want to hear something more natural. The second take felt a little more specific and connected, but you could definitely go further with that to make it even stronger.	Needs Improvement	Needs Improvement
Lululemon_AWMiller	Love that opening! Way to be specific and catch my attention right away at the top. It felt very specific… you have a clear who, why and POV with some really nice moments throughout. The second take was also strong and specific, but I think you could differentiate the two takes even more. In addition to shifting the intention, allow the pacing and energy to shift too and add to what you're already doing. Nice work!	Great	Great
Lululemon_DarylEllis	Great opening - I could see your face as you said it. Such a great way to be connected and specific right from the top. I really like what you did with the first take; but I'd suggest playing a bit more with the pacing so it's not as calcuated and measured all the way through, you can find some variations throughout. The second take was also interesting and had the shift in energy and pacing we need to hear; but the intention wasn't as clear. So be sure to make those choices, commit to them, and allow things to fall into place naturally when you do.	Great	Great

Lululemon_JohnNelson	You have some nice moments in the first take; but it's a bit too broad right now. I love the brightness and positivity, so I'd love to hear a strogn intention on why you're telling us about this. Make sure that POV is clear. The second take shifted noticeably, which was nice; but again, I think the choices could be more specific. It felt like it was a bit more on how it sounded than the acting choices.	Good	Good
Marathon_DevonCromwell	I liked how you kept this first take simple. Nothing felt forced and like you had to work for it and do too much. You had some nice natural variations throughout. I think you could be more specific in a couple of moments to add to the connection. Which part is your favorite? I want to hear that! The second take had a shift but you could make that take even more distinctly different. Be sure to make the choices and be specific.	Good	Good
Marathon_JamesNewcomb	I like the energy at the top, but it tapered off a bit and I'm not quite sure what the POV was until part way through. When you started talking about the different things you could do, that's when I felt the connection. The second take was a little smoother and less conversational, which is fine, as long as there's a reason for it. Be sure to keep it specific for it to work. Too general is safe but you don't want to be safe!	Good	Needs Improvement
Marathon_TaraKulkarni	Excellent opening on this. It's a tough opening to sound connected on, but you made it work. You made the choices and commited to them, which is exactly what we want to hear. Your second choice had some variation to it, but I think you could go either go further with the choices you made or made even bolder choices to differentiate the two even more and show more of your range.	Great	Great
Marathon_TedEll	Very announcery opening, but it was in a playful way it seems. You made a chocie and ran with it which I appreciate. I would love to hear more of an intention for that though. Even with an announcery read, we want to hear an intention and a reason for saying what you're saying. The second take had some differences but it was still in a similar announcer zone, with some sound differences but not necessarily different acting choices. So make sure you're specific and have a clear reason for each take you do.	Needs Improvement	Needs Improvement
Old Dominion_PaulOsoria	I really like the intimacy at the top. It feels effortless which is always the goal right?! And effortless is never effortless. Be careful toward the end losing the conversational feel and getting too announcer tag. Keep the same tone, intention, etc all the way through. The energy shift and different sense of urgency in the second take was a nice way to show some range. I would love to hear even a little more smile somewhere in there (perhaps from a sense of pride), in either take just to know you can do it. Yes, we can assume, but also, we prefer to hear it.	Good	Good
OldDominion_BruceGale	Love the shoulder shrug on the first line. It kept it nice and easy without forcing it. The whole first take felt fairly easy and laid back. I wasn't totally clear on the intention though, so make sure you're specific. It felt a little too "do nothing" vs keep it simple. The second take felt more intentional and more specific so that was nice to hear you can do that. Just be careful not to force it.	Good	Good

Rooms To Go_ReneePayne	Love this energy! You have a great smile and energy, which would match the music beautifully. Make sure you're specific in what your intention is even though it's more announcery and smooth. You can still have the intention "to excite" to give it some natural energy and drive behind it. The second take was a little more grounded but still with some great energy. I think you could get even more specific to differentiate the two takes even a little more, especially with pacing.	Great	Good